



GO INTERNATIONAL

Masterclass - Building a successful E-Commerce strategy in the EU

4 March 2026



**LUXEMBOURG
TRADE & INVEST**
EXPAND YOUR BUSINESS

Programme

09h30	Welcome of the participants
10h00	Welcome address Amrita Singh, Client Services Coordinator, International Affairs, Chamber of Commerce
10h05	E-commerce pulse check: live participant poll <i>All participants are invited to share their experience and challenges when doing business online in other EU Member States</i>
10h15	E-Commerce fundamentals in the EU: Strategies, rules & practical insights Creating your own webshop: from integrating technology to boosting performance <i>This session will cover essential topics, including integrating e-commerce technology into your website, marketing and SEO best practices, as well as optimising logistics.</i> Using existing marketplaces: How to stand out and deliver <i>This session will highlight the top EU e-commerce platforms, outline key strategies to boost your SEO visibility, and share practical tips for managing stock and logistics across multiple online channels.</i>
11h15	From Luxembourg to the UE – Turning e-commerce challenges into growth <i>Testimonials from Luxembourg companies selling online in the EU</i>
11h45	E-commerce, all the support you can get to grow and export <ul style="list-style-type: none"> • SME Packages & Export Documents - House of Entrepreneurship • Training opportunities - House of Training • International Affairs – Chamber of Commerce
12h05	Q&A session
12h30	Networking lunch
13h30	End

Moderation by: Laura Ambrogio, Advisor, International Affairs, Chamber of Commerce

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